



Social Media
Strategy Proposal
Feb 2021 - Aug 2021

PROPOSED BY

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DATE PROPOSED

28 January 2021



SUMMARY

The overall strategy for Texas Crown Club Whisky's social media campaign is to increase engagement through social media posts, ads, and blog posts.

SOCIAL MEDIA GOALS

4-5 social media posts to Facebook and Instagram weekly, \$300 per month for social media boosts, and 2 blogs monthly.

SOCIAL MEDIA STRATEGY

Post Types: Recipes (Whisky Wednesdays), Influencer content shares, Vendor spotlights, Texas-themed post, Whisky trivia, Blog post shares, creative posts, and promotions.

TARGET MARKET

Adults aged 50+ within Texas, Arkansas, California, Florida, & Tennessee.

RECOMMENDED STRATEGIES

- Corporate sponsorship of Miss Texas Pageant and local pageants
- Corporate sponsorship of The Houston Livestock Show & Rodeo, and other Texas rodeos
- Collaborations with Western-themed brands, i.e. Cavenders, Stetson, etc.
- Tastings and bars set up at local events (in holidays and events section)

HOLIDAYS & EVENTS



February

Feb 7: Superbowl Sunday

Feb 13: Galentine's Day

Feb 11-14: Mardi Gras Southeast Texas (Beaumont, TX)

Feb 12-13: Luckenbach Hug-In and Valentine Ball (Fredericksburg, TX)

Feb 14: Valentine's Day

Feb 15: President's Day/Single's Awareness Day

Feb 16: Fat Tuesday/Mardi Gras

Feb 25: National Chili Day

Feb 25-28: South Texas Underground Film Festival (Corpus Christi, TX)

March

Mar 5-15: TCU spring break

Mar 6-14: Trinity, SFU, Baylor spring break

Mar 8-12: Austin, UNT spring break

Mar 13-28: Rice, St. Edwards, TSU, SHSU spring break

Mar 15-21: SMU, MSU, SWU, A&M, UT spring break

Mar 2: Texas Independence Day

Mar 4-23: Houston Livestock Show & Rodeo

Mar 5-7: North Texas Irish Festival (Dallas, TX)

Mar 8: International Women's Day

Mar 13: OMG Food Fest (Houston, TX)

Mar 17: St. Patrick's Day

Mar 19: Austin Folk Festival

Mar 19-20: Outlaws & Legends Music Festival (Abilene, TX)

Mar 20: Hennything ATX (Austin, TX)

Mar 20-21: Houston Music & Arts Festival

Mar 27: Montgomery's Music & Mudbugs Festival (Montgomery, TX), Whisky and Wine Fest (Fredericksburg, TX), Texas Music Festival Concert (Dallas, TX)

HOLIDAYS & EVENTS



April

Apr 1: April Fools' Day

Apr 2: Good Friday

Apr 4: Easter

Apr 8: Passover

Apr 10: Reggae in the Park (Houston, TX)

Apr 11: Brazilian Food & Music Festival (Katy, TX)

Apr 15-25: Fiesta San Antonio

Apr 15: Dallas Art Fair

Apr 16: Selena Day

Apr 16-18: Austin Reggae Festival

Apr 17: Austin Tequila, Taco, & Cerveza Festival

Apr 17-18: TX Alamo Aloha Festival (San Antonio, TX)

Apr 22: Earth Day

Apr 23: Denton Arts & Jazz Festival (Denton, TX)

Apr 24: Texas Crawfish & Music Festival (Spring, TX)

May

Pasadena Strawberry Festival Dates not Confirmed

May 1: Fredericksburg Wine & Spirit Festival

May 5: Cinco De Mayo

May 6: Rodeo Corpus Christi

May 7: Texas Crab Festival (Crystal Beach, TX)

May 13: National Fruit Cocktail Day

May 13-15: Waltstock & Barrel Wine & Music Festival
(Fredericksburg, TX)

May 28: Hot Luck Live Food & Music Festival (Austin, TX)

May 30: National Mint Julep Day

May 31: Memorial Day

HOLIDAYS & EVENTS



June

Jun 9: International Dark n' Stormy Day

Jun 10: Republic of Texas Motorcycle Rally (Austin, TX)

Jun 10: National Iced Tea Day

Jun 12: Texas Trucking Show (Houston, TX)

Jun 13: Hampton Reggae Fest (Houston, TX)

Jun 14: Texas Best Music Fest (Houston, TX)

Jun 19: Juneteenth

Jun 26: Austin Margarita Festival

July

Jul 4: Independence Day

Jul 4: Monster Jam

Jul 4-5: Houston Fireworks Show

Jul 14: National Mac and Cheese Day

Jul 23: Float Fest (Gonzales, TX)

Jul 24: Lone Star Pirate Festival (Houston, TX)

Jul 27: National Scotch Day

Jul 30: International Day of Friendship

August

Aug 1: National Friendship Day

Aug 14-15: Junction Rodeo and Dance (Junction, TX)

Aug 28: Bat Fest Concert (Austin, TX)

FEBRUARY 2021

Highlights: End of January promotion, Valentine's Day
Promote recipes for Valentine's Day

BLOGGING

Blogging focus for first post is "New Year, New Hobby of Whisky", focusing on a beginner's guide to liking whisky. Keyword and strategy focus will mostly be geared towards New Year's resolutions of learning a new hobby or education.

Second post leading into Valentine's Day is whisky meal pairing with recipes for a three-course dinner paired with Texas Crown Club Whisky. Keyword and strategy focus is romantic Valentine's Day dinners.

POSTS

Whisky Wednesday recipes are focused more on food recipes, cooking for your partner.

Influencer content shares are focused more on relationships and romance, whisky love.

More whisky trivia posts to go with "New Year New Whisky Hobby" campaign.

Blog post shares upon posting to website.



MARCH 2021

Highlights: St. Patty's Day, Texas Independence Day (Mar 2)
Promote St. Patty's Day, Whisky Trivia, Texas Independence

BLOGGING

Blogging focus for first post is "Whisky Glassware - What to Use and Why".
Keyword and strategy focus is learning more about whisky, and how to drink it and appreciate it to play on the whisky trivia focus.

Second post is "On the Rocks vs. Neat, when to choose one over the other" to play on the St. Patty's Day theme. Keyword and strategy focus is whisky appreciation for St. Patty's Day.

POSTS

Whisky Wednesday recipes will be drink recipes for a crowd (punch, St. Patty's themed drinks, etc.)

Influencer content shares are focused more on lifestyle and social.

More whisky trivia and appreciation, and Texas Independence fact posts for creative.

Blog post shares upon posting to website.

APRIL 2021



Highlights: Easter, San Jacinto Day (Apr 21)

Promote Texas roots and trivia, countdown to the Rodeo

BLOGGING

Blogging focus for first post is "Where does Whisky Get its Flavor-vanilla, peaty, smoky, etc". Strategy and keyword focus can play into the Texas and countdown to the Rodeo theme with the chili cook-off, and we can add a chili recipe to the website.

Second post is "How to identify the flavor notes in a whisky" is a continuation of the cooking with whisky for the Texas chili strategy, and keyword focus is cooking with whisky.

POSTS

Whisky Wednesday recipes will be classic Texas recipes like chili, Tex-Mex, BBQ, Queso.

Influencer content shares are focused more towards the Texas theme.

More Texas trivia and San Jacinto trivia for creative.

Blog post shares upon posting to website.

MAY 2021

Highlights: Memorial Day, Rodeo season kicks off May 4,
Promote BBQ and lifestyle, Supporting troops and veterans, Rodeo

BLOGGING

Blogging focus can be a continuation of whisky trivia with history of a particular cocktail, decanting whisky (why you should/should not do it), or similar. Keyword and strategy focus is dependent upon topic selection.

POSTS

Whisky Wednesday recipes will be BBQ, USA-themed, and lifestyle. Additionally, it's peach, berry, watermelon season so recipes can include these.

Influencer content shares are focused more towards lifestyle, "all-American", Rodeo, etc.

More Texas and whisky trivia, Texas history, and Rodeo for creative.

Blog post shares upon posting to website.

JUNE 2021



Highlights: Summertime lazy days
Promote continuation of summer time drinks

BLOGGING

Blogging focus for the posts can be DIY projects with empty bottles, such as a Tiki Torch, which would be great to keep mosquitos away for outdoor gatherings, or bottle lights for your porch. Keyword and strategy focus dependent upon topic selection.

POSTS

Whisky Wednesday drink recipes can be colorful, light summer foods using whisky, desserts.

Influencer content shares are focused more towards lifestyle, summer days, etc.

Launch DIY projects with empty bottles post ideas, bi-weekly.

Blog post shares upon posting to website.

JULY 2021

Highlights: Independence Day, National Whisky Day (Jul 27)
Promote whisky trivia, summer based whisky drinks

BLOGGING

Blogging focus for the posts can be whisky-themed, such as "How-to host a whisky tasting party", "How-to blind taste whisky", "Whisky regions of the world", etc. Keyword and strategy focus dependent upon topic selection.

POSTS

Whisky Wednesday recipes will be classic whisky cocktails like old fashioned, whisky sours, etc. including summer-themed twists which incorporate seasonal fruits.

Influencer content shares are focused more towards lifestyle and enjoying whisky.

National whisky day post for creative.

Blog post shares upon posting to website.

AUGUST 2021



Highlights: National Friendship Day

Promote lifestyle hanging with friends, continue summer based whisky drinks, towards the end of the month begin Fall theme.

BLOGGING

Blogging focus can lead more into Fall theme with football, back to school, Thanksgiving, etc. Keyword and strategy dependent upon topic selection.

POSTS

Whisky Wednesday recipes will start to lean more into Fall and football theme, drinking with friends.

Influencer content shares are focused more towards recipes, Thanksgiving, family, etc.

Whisky-themed Thanksgiving recipes for creative.

Blog post shares upon posting to website.

